CLAIMS

1. An inflatable cellular cushioning material (300) having a pipe entry line to be inflated by an inflating device through the use of an air inlet pipe, the inflatable cushioning material comprising at least two layers of plastic characterized in that the at least two layers of plastic are pre-welded so as to form horizontal rows (310, 310') of longitudinal or round pre-welded lines defining longitudinal walls (324, 324') of cells (320, 320') in a brick like configuration wherein each of the cells comprises at least one opening facing at least one opening in an opposite row of cells and wherein the longitudinal walls of a cell in one row are facing an opening of a cell in at least one opposite row of cells such that a flow of air (326, 326') is possible from one cell to another along the horizontal span of the inflatable cellular cushioning material.
2. The material of claim 1 wherein the brick like formation comprises rounded walls.
3. The material of claim 1 wherein the cells comprise of three pre-welded cell walls forming an enclosed shape such as straight upright or inverted U like shape or a partial circle.
4. The material of claim 1 wherein the pipe entry line area is free from longitudinal welds.
5. The material of claim 1 wherein the pipe entry line area comprises a perforation line for allowing the air inlet pipe to be inserted between the at least two layers of plastic.
6. The material of claim 1 wherein the inflatable cellular cushioning material is filled with gas or air.
7. The material of claim 1 wherein the at least one opening in each cell allows gas or air to flow from the air inlet pipe in the general fron

the air inlet pipe to the extremities of the inflatable cellular cushioning material.

8. The material of claim 1 or 4 comprising of three side or wall brick like configuration, each such configuration faces the opening of an opposite three side or walls brick like configuration along the horizontal span of the plastic sheet enables the efficient flow of air from the middle to the exterior sections of the plastic sheet.
9. The material of claim 1 further comprising a perforated welded line between at least one row of cells and at least second row of cells, the perforated welded line allows easy tear of the at least one row of cells from the at least second row of cells.
10. The material of claim 1 wherein every other row of cells is separated by at least one horizontal pre-welded line substantially across the span of the inflatable cellular cushioning material.
11. The material of claim 1 further comprising at least one longitudinal line of holes situated along the longitudinal axis of the inflatable cellular cushioning material.
12. The material of claim 1 wherein the longitudinal walls of a cell in one row are located substantially mid way between the walls in the next row.
13. The material of claim 1 wherein the length between a first cell wall and a second cell wall is about 1 to 20 centimeters.
14. The material of claim 1 wherein the length between a first cell wall and a second cell wall adjacent the pipe entry line is smaller than the length between a first cell wall and a second cell remote from the pipe entry line.
15. The material of claim 11 wherein the at least one horizontal pre-welded line across the span of the inflatable cellular cushioning material is not applied to the pipe entry line area.

16. The material of claim 11 wherein the longitudinal width of the horizontal weld is sufficiently long to substantially seal the openings of the cells.

17. The material of claim 1 wherein the cells are sealed after being inflated by applying horizontal welding lines across the span of the inflatable cellular cushioning material at predetermined intervals such as to seal substantially all of the openings of the cells adjacent to said horizontal welding lines.

18. The material of claim 11 wherein the line of holes is positioned from the edges of the inflatable cellular cushioning material.

19. The material of claim 11 wherein the line of holes is positioned from each side of the pipe entry line.